

## INITIATING A WIRELESS CONNECTION TO A BROADCAST PROGRAM

### Abstract of the Invention

A method and system for users to select and participate in call-in broadcast programs are disclosed. A user speaks a station name into a mobile device, providing an indication that the request is for a broadcast channel, to tune the mobile device to that channel. The user initiates a request to contact a show by inputting an indication that the user would like to contact the show. The mobile device sends the request to a call server, which looks up the show's contact information based on the current channel being received by the mobile device, and forwards the request to a show representative. The show representative screens calls and provide automated responses. When the show's representative accepts a request to contact the show, the call server initiates a connection between the mobile device and a telephone or other device associated with the show. Once the connection has been established, the call server withdraws from the connection, allowing the user to communicate with the show representative.